

**IN THE CLAIMS:**

*Please amend the claims as follows:*

1. (currently amended) A method, comprising:
  - detecting an initiation event for establishing a simulated communication in a terminal device, wherein said terminal device is configured to receive messages from a second device,
  - determining properties of said detected initiation event,
  - extracting at least one of a name and a telephone number from a phonebook at said terminal device, wherein said phonebook at said terminal device is configured to store names and telephone numbers,
  - in response to said detected initiation event, generating a simulated message related to said determined properties, wherein said message being is generated from data stored in a storage and said extracted at least one of said name and said telephone number is provided for generating said simulated message, and
  - presenting said simulated message via a standard communication functionality of the terminal device, wherein said standard communication functionality is further configured for presenting messages received from the second device,
  - wherein said simulated message has the appearance of a typical message received from the second device and presented via said standard communication functionality.
2. (previously presented) The method according to claim 1, wherein said generating comprises composing said simulated message from said data in correspondence with said determined properties and composing rules stored in said storage.
3. (previously presented) The method according to claim 1, further comprising opening a timeframe after the detection of said initiation event, and presenting said simulated message after the timeframe has closed.

4. (previously presented) The method according to claim 1, further comprising receiving data from a provider, said data comprising components, fragments of simulated messages and rules for generating said simulated message.
5. (previously presented) The method according to claim 1, wherein said initiation event is a predetermined point of time.
6. (previously presented) The method according to claim 1, wherein said initiation event is defined by a reception of a user input or the reception of a message from a provider.
7. (previously presented) The method according to claim 1, further comprising analyzing and evaluating said initiation event.
8. (previously presented) The method according to claim 1, wherein at least one of said simulated messages comprises at least one advertisement.
9. (CANCELLED)
10. (currently amended) A computer-readable storage medium having program code stored thereon, wherein said program code when run on a computer or network device, carries out a method comprising:
  - detecting an initiation event for establishing a simulated communication in a terminal device, wherein said terminal device is configured to receive messages from a second device,
  - determining properties of said detected initiation event,
  - extracting at least one of a name and a telephone number from a phonebook at said terminal device, wherein said phonebook is configured to store names and telephone

numbers associated with each other,

generating a simulated message related to said determined properties, said message being generated from data stored in a storage, wherein said extracted at least one of said name and said telephone number is provided for generating said simulated message, and

presenting said simulated message via a standard communication functionality of the terminal device, wherein said standard communication functionality is further configured for presenting messages received from the second device, wherein said simulated message has the appearance of a typical message received from the second device and presented via said standard communication functionality.

11. (CANCELLED)

12. (CANCELLED)

13. (currently amended) An apparatus, comprising:

a detection module for detecting an initiation event for establishing a simulated communication,

a determination module, connected to said detection module for determining properties of said detected initiation event,

a receiving module for receiving messages from a second device,

a storage for storing components of simulated messages,

a phonebook for storing names and telephone numbers associated with each other,

a generation module, connected to said determination module and to said storage module, for generating simulated messages from said stored components in correspondence with said determined properties, wherein at least one of a name and a telephone number is extracted from said phonebook and provided to said generation module for generating said simulated message, and

a communication component for presenting said generated simulated messages and said messages received from said second device,

wherein said communication component comprises a standard communication functionality of the apparatus for presenting said generated simulated messages, and

wherein said generated simulated messages have the appearance of a typical message received from said second device via said receiving module and presented via said standard communication functionality.

14. (previously presented) The apparatus according to claim 13, comprising an interface module for receiving data comprising components of said simulated messages and generation rules for generating said simulated messages.
15. (previously presented) The apparatus according to claim 13, wherein said apparatus comprises a mobile phone.
16. (CANCELLED)
17. (currently amended) An apparatus, comprising:
  - means for detecting an initiation event for establishing a simulated communication,
  - means, connected to said detection module for determining properties of said detected initiation event,
  - means for storing components of simulated messages,
  - means for receiving messages via a communication network from a second device,
  - means for storing a phonebook comprising names and telephone numbers associated with each other,
  - means for extracting at least one of a name and a telephone number from said

phonebook and providing said extracted name or telephone number to said means for generating said simulated message.

means, connected to said determination module and to said storage module, for generating simulated messages from said stored components in correspondence with said determined properties, wherein said at least one name and telephone number extracted from said phonebook are provided to said means for generating said simulated message, and

means for presenting said generated simulated messages,

wherein said means for presenting said generated simulated messages comprises a standard communication functionality of the apparatus for presenting said generated simulated messages and said messages received via a communication network, and

wherein said generated simulated messages have the appearance of a typical message received via the means for receiving messages from said second device and presented via said standard communication functionality.

18. (previously presented) The apparatus according to claim 17, comprising means for receiving data comprising components of said simulated messages and generation rules for generating said simulated messages.
19. (previously presented) The method according to claim 1, further comprising:  
accessing a phonebook stored at said mobile terminal; and  
extracting at least one of a name and a telephone number from said phonebook for said simulated message.
20. (previously presented) The method according to claim 1, wherein said detecting said initiation event further comprises:  
intercepting a message, which are received by said terminal device; and  
providing said intercepted message for generation of said simulated message.

21. (CANCELED)
22. (previously presented) The apparatus according to claim 13, further comprising:  
a message inbox, from which a message received by said apparatus is intercepted and  
provided to said generation module for generating said simulated message.
23. (CANCELED)
24. (previously presented) The apparatus according to claim 17, further comprising:  
means for storing an incoming message received by said apparatus; and  
means for intercepting said incoming message and providing said intercepted message to  
said means for generating said simulated message.
25. (new) The method according to claim 1, further comprising:  
adding a name and telephone number to said phonebook representing a simulation  
character for said simulated messages.
26. (new) The apparatus according to claim 13, further comprising:  
means for adding a name and telephone number to said phonebook representing a  
simulation character for said simulated messages.